Selfie Buzz

Case study

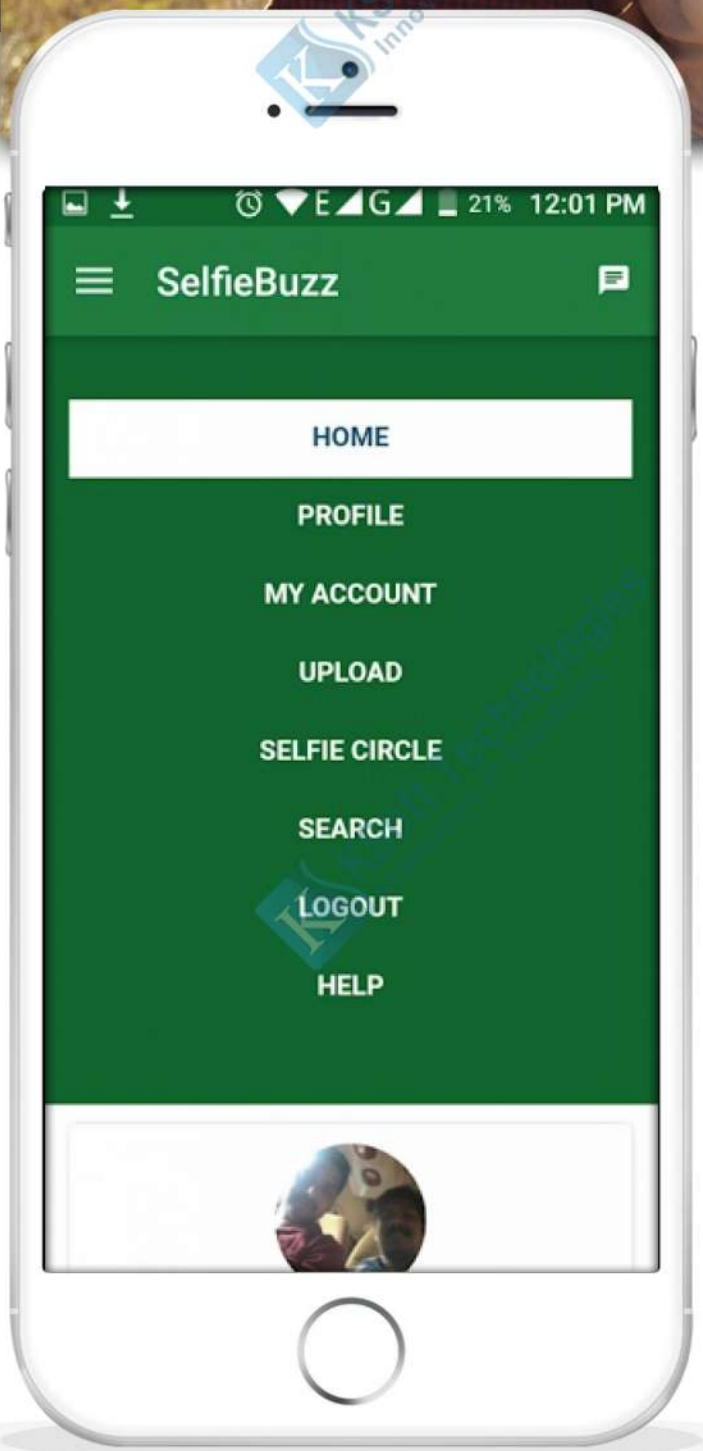
Company Overview

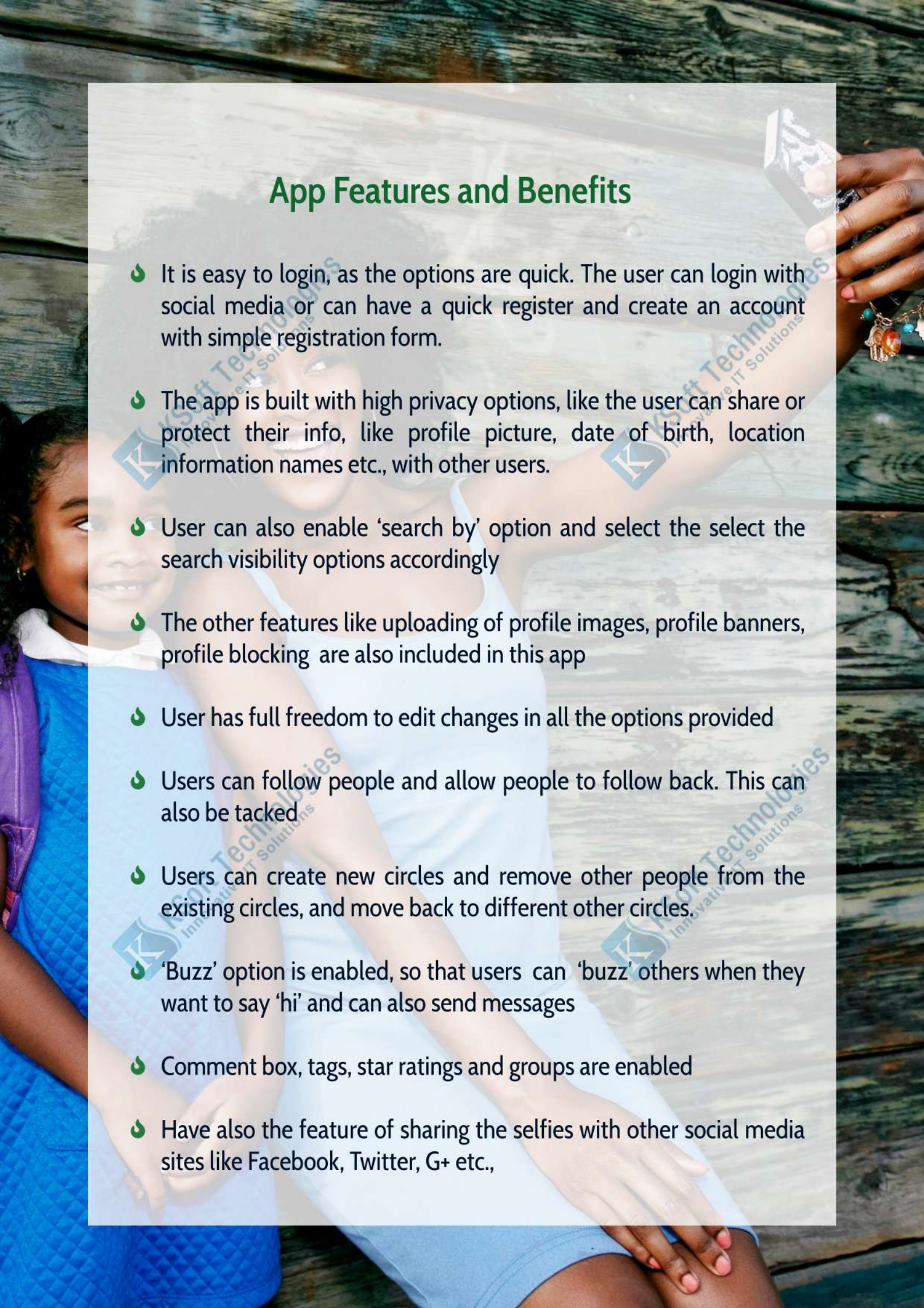
Selfie Buzz is a global community for happy people around the world who capture and share their moment of joy, happiness and memories. It is social media platform that helps people to share their selfie updates within their circles.

This app is developed for people who love to socialize with other people around them. This was self-developed app by K-soft management team.

Project overview

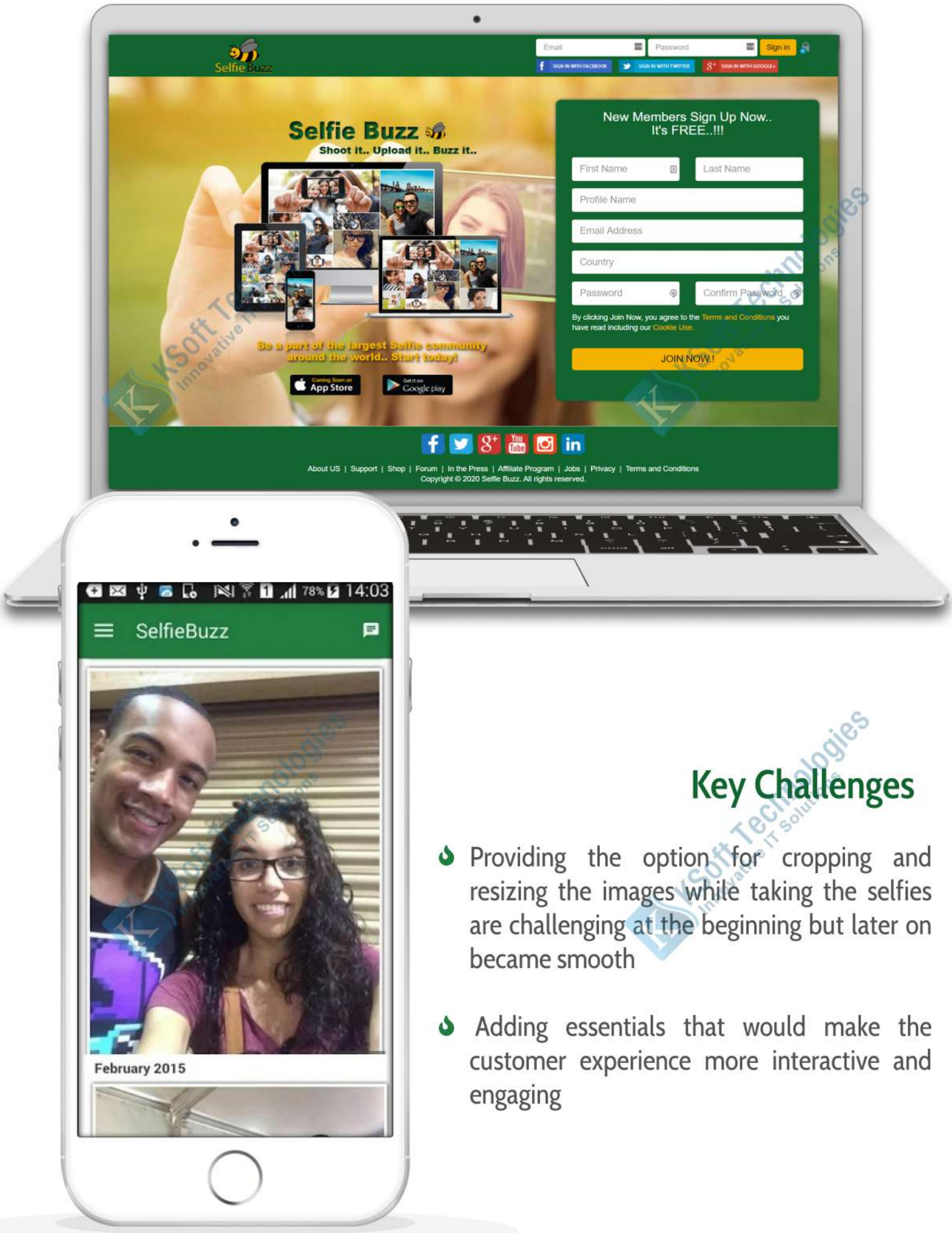
This concept was created few years ago, when the craze for selfies has just started when mobiles enabled with front facing cameras just arrived into the market. The entire focus evolves around me, myself and my selfies. Younger generation was the key audience as this would help them to showcase them with their friends and circles and receive comments and ratings for the pictures. Selfie buzz has all the functionalities of Facebook, Instagram, and G+ etc. in a combined manner that makes this more efficient. This application is 100% purely used only for taking selfies and promoting the selfies that is been captured within the circles and sharing across social media. This app can also run on www.selfiebuzz.org .





App Features and Benefits

- It is easy to login, as the options are quick. The user can login with social media or can have a quick register and create an account with simple registration form.
- The app is built with high privacy options, like the user can share or protect their info, like profile picture, date of birth, location information names etc., with other users.
- User can also enable 'search by' option and select the select the search visibility options accordingly
- The other features like uploading of profile images, profile banners, profile blocking are also included in this app
- User has full freedom to edit changes in all the options provided
- Users can follow people and allow people to follow back. This can also be tacked
- Users can create new circles and remove other people from the existing circles, and move back to different other circles.
- 'Buzz' option is enabled, so that users can 'buzz' others when they want to say 'hi' and can also send messages
- Comment box, tags, star ratings and groups are enabled
- Have also the feature of sharing the selfies with other social media sites like Facebook, Twitter, G+ etc.,



Key Challenges

- Providing the option for cropping and resizing the images while taking the selfies are challenging at the beginning but later on became smooth
- Adding essentials that would make the customer experience more interactive and engaging